



KSWB
7191 Engineer Rd.
San Diego, CA 92111
(858) 492-9269

Contract Agreement Between:

CONTRACT

Print Date 08/10/12

Page 1 of 2

Contract / Revision		Alt Order #	
378780 /			
Product			
Carl DeMaio for Mayor			
Contract Dates		Estimate #	
10/29/12 - 11/06/12		C29N06	
Advertiser			
Carl DeMaio for Mayor			
Original Date / Revision		08/09/12 / 08/09/12	
Billing Cycle	Billing Calendar	Cash/Trade	Cash
EOM/EOC	Broadcast	Sales Office	San Diego KSWB
Station	Account Executive	House House	
KSWB	House House	San Diego KSWB	
Special Handling			
Demographic			
Adults 35+			
IDB#	Advertiser Code	Product Code	
Agency Ref		Advertiser Ref	

Del Cielo Media
10755 Scripps Poway Parkway
Suite #550
San Diego, CA 92131

And

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	5	10/29/12	11/02/12	M-F 4p-5p	4p-5p		:30			NM	5	\$875.00
Week: 10/29/12 11/04/12 11/11/12 M-----												
N 2	5	11/05/12	11/05/12	M-F 4p-5p	4p-5p		:30			NM	1	\$175.00
Week: 11/05/12 11/11/12 M-----												
N 3	5	10/29/12	11/02/12	FOX 5 Morning News	5a-6a		:30			NM	5	\$750.00
Week: 10/29/12 11/04/12 11/11/12 MTWTF--												
N 4	5	11/05/12	11/06/12	FOX 5 Morning News	5a-6a		:30			NM	2	\$300.00
Week: 11/05/12 11/11/12 MT-----												
N 5	5	10/29/12	11/02/12	M-F 7a-9a	7a-9a		:30			NM	10	\$2,750.00
Week: 10/29/12 11/04/12 11/11/12 MTWTF--												
N 6	5	11/05/12	11/06/12	M-F 7a-9a	7a-9a		:30			NM	4	\$1,100.00
Week: 11/05/12 11/11/12 MT-----												
N 7	5	11/04/12	11/04/12	Su 8a-9a	8a-9a		:30			NM	1	\$100.00
Week: 10/29/12 11/04/12 11/11/12 M-----S												
N 8	5	10/29/12	10/31/12	Wkday Late News Rotator	10P-11P		:30			NM	2	\$1,000.00
Week: 10/29/12 11/04/12 11/11/12 M-W----												
N 9	5	11/05/12	11/05/12	Wkday Late News Rotator	10P-11P		:30			NM	1	\$500.00
Week: 11/05/12 11/11/12 M-----												
N 10	5	10/29/12	10/30/12	M-F 7a-9a	7a-9a		:30			NM	2	\$550.00
Week: 10/29/12 11/04/12 11/11/12 MT-----												
N 11	5	10/31/12	10/31/12	M-F 10a-11a	10a-11a		:30			NM	1	\$100.00
Week: 10/29/12 11/04/12 11/11/12 --W----												
N 12	5	10/31/12	10/31/12	M-F 430a News	430a-5a		:30			NM	1	\$25.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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7191 Engineer Rd.
San Diego, CA 92111
(858) 492-9269

Contract Agreement Between:

Contract / Revision 378780 /		Alt Order #	
Contract Dates 10/29/12 - 11/06/12		Product Carl DeMaio for Mayor	
Estimate # C29N06		Original Date / Revision 08/09/12 / 08/09/12	
Advertiser Carl DeMaio for Mayor			

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 13	5	11/01/12	11/02/12	Fox 5 News at 6	6p-7p		:30	2	\$225.00	NM	2	\$450.00
Week: 10/29/12 11/04/12 ---TF-- Spots/Week Rate												
N 14	5	11/05/12	11/05/12	Fox 5 News at 6	6p-7p		:30	1	\$225.00	NM	1	\$225.00
Week: 11/05/12 11/11/12 M----- Spots/Week Rate												
Totals												\$8,900.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	38	\$8,900.00	\$7,565.00
Totals	38	\$8,900.00	\$7,565.00

Signature: _____ Date: _____

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278780

2020

RUN DATE 6/08/12
RUN TIME 17:13:32
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BUY DETAIL REPORT

PROGRAM..... REP101
COMPANY..... 02 Del Ciego Media
OFFICE..... 01 San Diego

MARKET..... SU1 SAN DIEGO, CA

MEDIA..... TV TELEVISION
CLIENT..... DEM1 Carl DeMaio for Mayor
PRODUCT..... ORDR Carl DeMaio for Mayor
ESTIMATE..... C2906 10/29-11/06 BROADCAST
STATION..... KSWB KSWB-TV CHANNEL

RATING SERVICE NSI

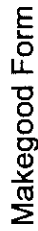
START/END DATES 10/01/12 - 11/06/12
FLIGHT DATES 10/29/12 - 11/06/12
RP35+ COVERAGE .95%
SHARE: MAY12 PVT: NOV11

ITEM	LEN	DAY(S)	TIME	SA	COST	Q	REF	NUMBER OF SPOTS PER WEEK												TOTAL SPOTS	RP35+
								OC	DC	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO		
1	30	MTWTF..	0400P-0500P		175.00	G		1	1	1	1	1	1	1	1	1	1	1	1	6	1.1
			DR 02																		159.09
2	30	MTWTF..	0500A-0600A		150.00	G		1	1	1	1	1	1	1	1	1	1	1	1	7	.6
			FOX5 NEWS 5AM																		250.00
3	30	MTWTF..	0700A-0900A		275.00	G		2	2	2	2	2	2	2	2	2	2	2	2	14	1.9
			FOX5 NEWS /FOX5 MORN																		144.74
4	30S	0800A-0900A		100.00	G														1	.9
			FOX NEWS																		111.11
5	30	MTWTF..	0600P-0700P		275.00	G		1	1	1	1	1	1	1	1	1	1	1	1	6	.9
			6P NEWS																		250.00
6	30	MTWTF..	1000P-1100P		500.00	G		1	1	1	1	1	1	1	1	1	1	1	1	3	2.5
			FOX5 NEWS 10PM																		200.00
TOTAL SPOTS 37																					51.2
TOTAL COST 8900.00																					173.93

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4-SP 12 02
5-6a News
7-9a News
8-9a 3m News
6-7p News
10-11p News



Missed Spot(s)								
# of Spots	Day	Date	Start Time	End Time	Program Name	Spot Cost	Total Missed	Makegood Reason
1	MON	29-Oct	6P	7P	EARLY NEWS	\$225	\$225	
1	TUE	30-Oct	6P	7P	EARLY NEWS	\$225	\$225	
1	WED	31-Oct	6P	7P	EARLY NEWS	\$225	\$225	
							\$0	
							\$0	
							\$0	
							\$0	
							\$0	
							\$0	
							\$0	
							\$0	
Total							\$675	

Additional Comments:


Internal Notes:	
Approval:	Keyed By:
Date:	

Lee, Benson

From: Sarah Linden <SLinden@Delelmedia.com>
Sent: Thursday, August 09, 2012 10:48 AM
To: Lee, Benson; Carmen Magdaleno
Subject: RE: KSWB MG

This is fine, sorry about that!

Thank you


Sarah Linden
President
slinden@delelmedia.com
858 466-7240
10755 Scripps Poway Parkway, Suite 550
San Diego, CA 92131

From: Lee, Benson [mailto:belee@tribune.com]
Sent: Thursday, August 09, 2012 10:45 AM
To: Carmen Magdaleno; Sarah Linden
Subject: KSWB MG

Hey Ladies,

Everything looked great on the orders, except the last week of 10/29. We limited the 6-7p News to 2x/wk in Oct/Nov. I put a MG package together to make up the money, so please let me know if this works?

Thanks!

Benson Lee
KSWB Fox 5
National Sales Manager
Office: 858-496-0255
Cell: 619-517-8356
Fax: 858-268-0719

